

# *Space Tech Plan-O-Gram*

## *A User's Guide*

*Workbook Exercises*

*RJ Reynolds*  
Tobacco Company

51846 0701

# ***SPACE - TECH***

**A USER'S GUIDE**

**WORKBOOK EXERCISES**

**RJR SALES - IA/SA 1992**

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## ABOUT SPACE-TECH

Space-Tech is a program for creating and maintaining carton plan-o-grams. It is a Microsoft Excel application, performed on your IBM desktop or your laptop computer, as a local application (not functioning over the RJR network).

### What Space-Tech does:

- Creates current and proposed carton plan-o-grams.
- Calculates shelf contract payments based on locally entered contract payment parameters, by company (master parameter sheet / chain-specific parameter sheets).
- Saves current & proposed plan-o-grams in separate directories (by chain) for future reference/updating.
- Creates automatic payment summary presentations for accounts; current vs. proposed.
- Provides tool to perform mass updates of chain plan-o-grams, based on contract payment changes.
- Generates professional quality plan-o-gram and report outputs.

### What Space-Tech doesn't do:

- Does not do brand or item-specific plan-o-grams.
- Does not currently provide a wide range of options on specific details appearing on plan-o-gram output.

### Hardware/software requirements:

- IBM/compatible PC with hard disk drive, laser printer.
- Microsoft Windows Version 3.1 and Excel Version 4.0 software on hard drive.

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## ABOUT THE WORKBOOK

This workbook is designed for use with the RJR training video for Space-Tech. It contains hard copies of the various examples addressed in the videotape, to help you through the training exercises. These hard copies include printouts of screen views where input is required, and copies of the output documents which these examples generate. (Pages are labeled accordingly, as input / output / screen reference.)

You may want to work through these plan-o-gram examples while watching the training video. The exercise should take approximately 2 hours to complete.

Please reference your manual ("RJR Sales -- PC Applications") for more detail on the functionality and use of the Space-Tech software.

If you need assistance in understanding Space-Tech or in working through the workbook examples, contact the Home Office Sales department:

Information Analysis/Sales Applications Group:

- Marc Kruth - Ext. #0688
- Steve Qualkinbush - Ext. #0686
- Bill Lancaster - Ext. #0100

All questions and comments on this sales tool will be welcomed. Program enhancements are being developed, and your suggestions can help to make this a better application for future sales needs.

Thanks for taking the time to learn this program. We hope it will provide you a competitive edge to maintain RJR merchandising dominance in your accounts.

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## WORKBOOK EXERCISES

### CONTENTS

- Instructions for example exercises
- Reference sheets for example exercises:

Screen views for program functions

Master Parameter Sheet (pmaster.xls)

Merchandise summary	}	
Merchandise worksheet	}	For each of three (3)
Contract worksheet	}	Plan-o-gram examples*
Plan-o-gram	}	

Presentation Summary Report -- Joe's Merchandising Summary

\*Reference to plan-o-gram file names:

Example POG #1	--	"11FTMID.XPS"	=	Joe's 11 ft. Flex (Proposed)
Example POG #2	--	"4x7HP.XCS"	=	Joe's 4x7' Flex (Current)
Example POG #3	--	"4x7HP.XPS"	=	Joe's 4x7' Flex (Proposed)

Summary -- "JOESUMM.XSS" = Joe's Merchandising Summary

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## WORKBOOK EXERCISES

### INSTRUCTIONS

Use this workbook in conjunction with the example exercise shown in the Space-Tech training video. You will also want to refer to your user's manual.

1. Create chain directory ("Joes")
2. Create Master Parameter Sheet
3. Make new proposed plan-o-gram -- (File name = "11FTMID"):
  - A. Build Flex fixture (use *Add Section* function)
  - B. *GoTo Merchandiser Worksheet* (type in company shelf positions)
  - C. Create plan-o-gram (select *Build Presentation* from menu)
  - D. Print plan-o-gram (select *Print Presentation* from menu)
4. Make the two other plan-o-grams, 4x7' Current + 4x7' Proposed, for Joe's Friendly Foods:
  - A. File names = "4x7HP.XCS" (Current) + "4x7HP.XPS" (Proposed)
  - B. Use same functions to build as in first plan-o-gram
  - C. Be sure to check contract worksheets for payment adjustments by using *GoTo / Contract Worksheet* functions
5. Build summary of Joe's merchandising presentation  
(summary of the three plan-o-grams made) by selecting *Build Summary* from menu.
6. Print summary by selecting *Print Summary* from menu.

Completing these exercises will help you learn to create and print high quality Plan-o-grams to present and maintain RJR Carton Merchandising in your retail accounts.

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# **SPACE - TECH**

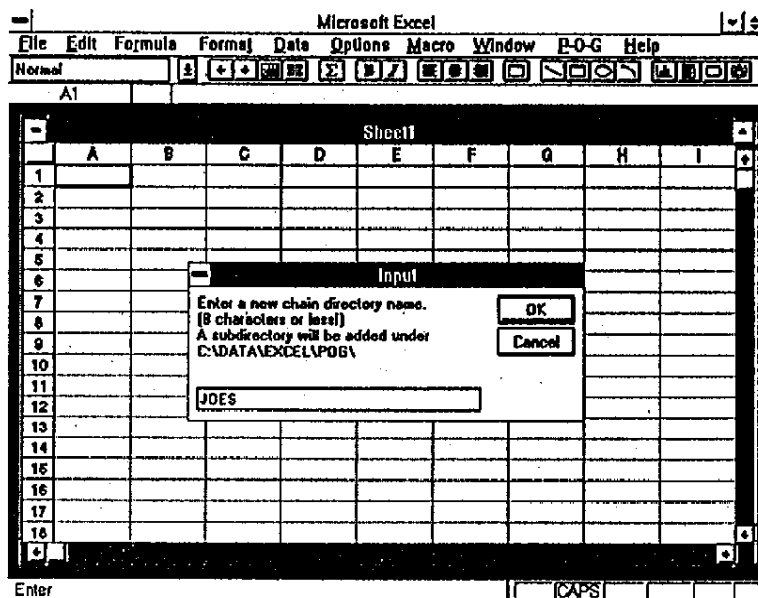
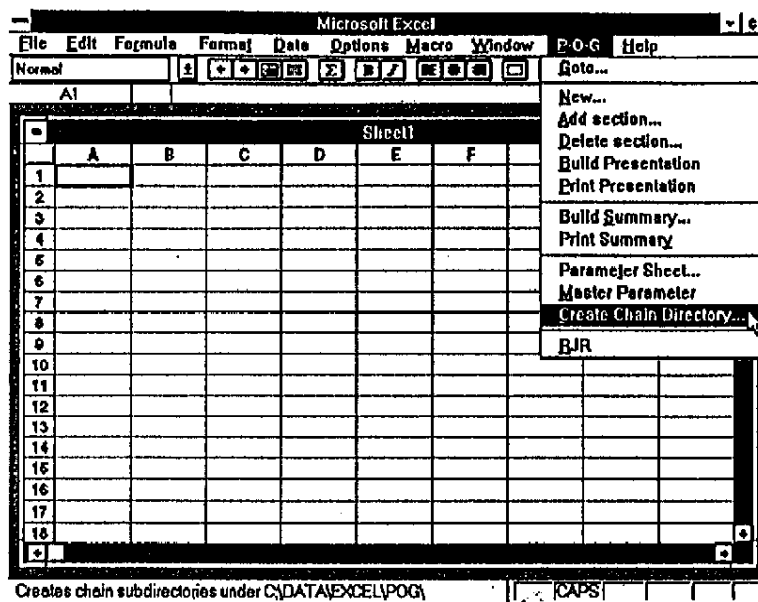
**WORKBOOK EXERCISES**

## **CREATE CHAIN DIRECTORY**

**DIRECTORY PATH = C:\DATA\EXCEL\POG\JOES**

**USER MANUAL REFERENCE -- SECTION #3**

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SCREEN REFERENCE:

To Create Chain Directory

51846 0708

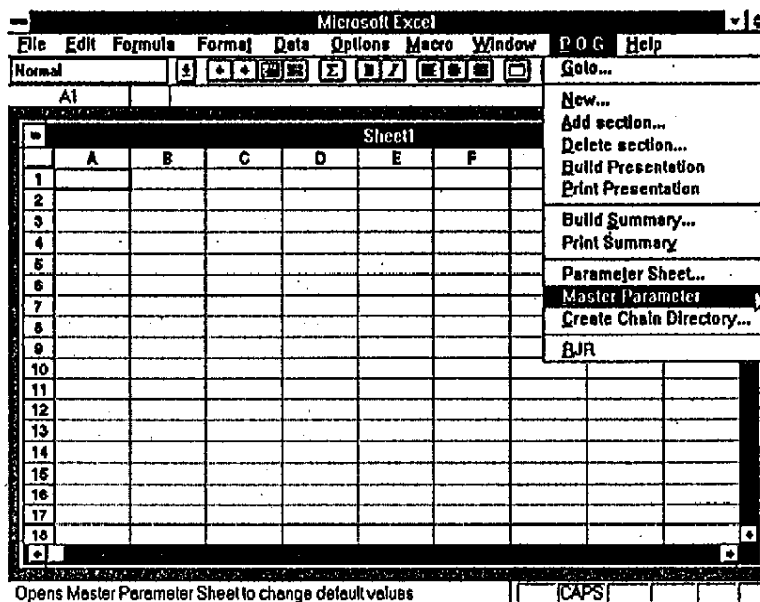
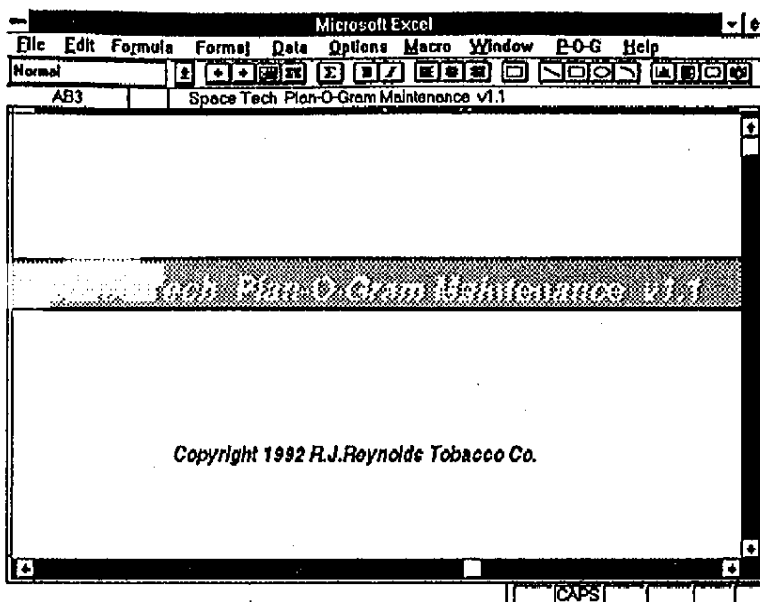


**SPACE - TECH**

**MASTER PARAMETER SHEET**

**USER MANUAL REFERENCE - SECTION # 4**

51846 0709



SCREEN REFERENCE:

To Create/Update Master Parameter Sheet

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[illegible]

51846 0711

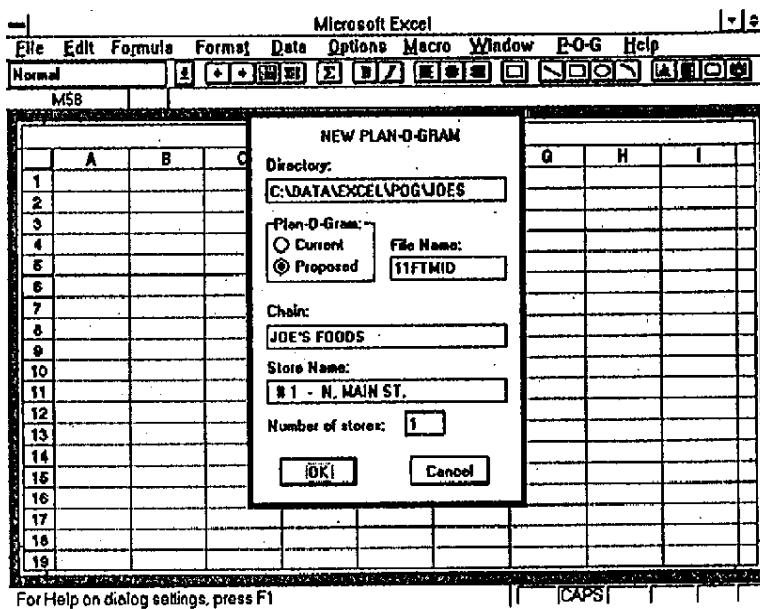
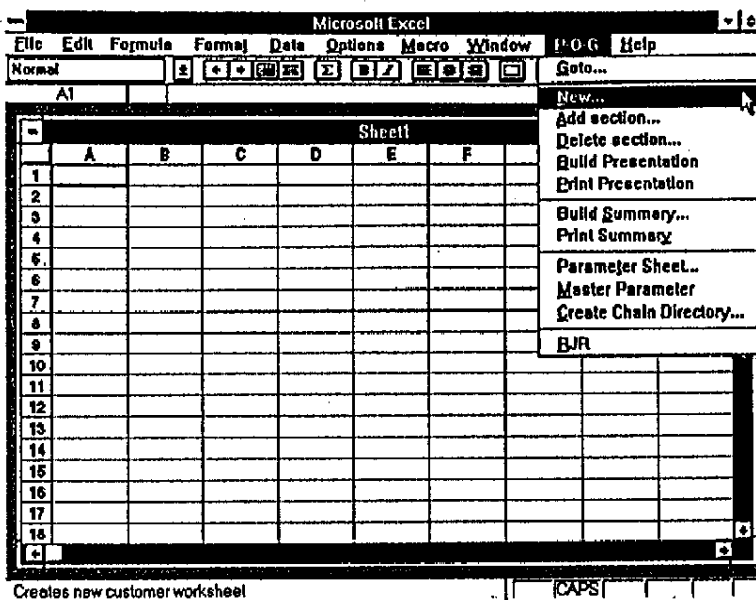
# **SPACE - TECH**

## **EXAMPLE P-O-G # 1**

JOE'S FOODS #1 -- "11FTMID.XPS"

USER MANUAL REFERENCE -- SECTION #5

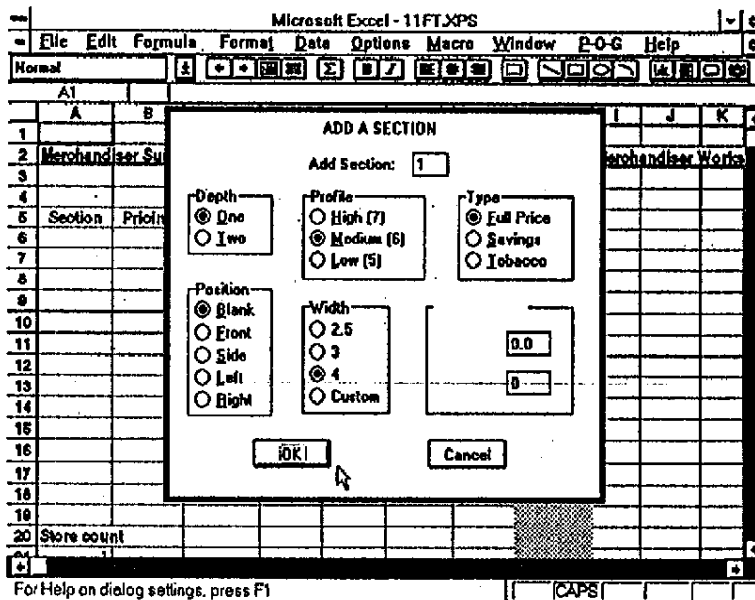
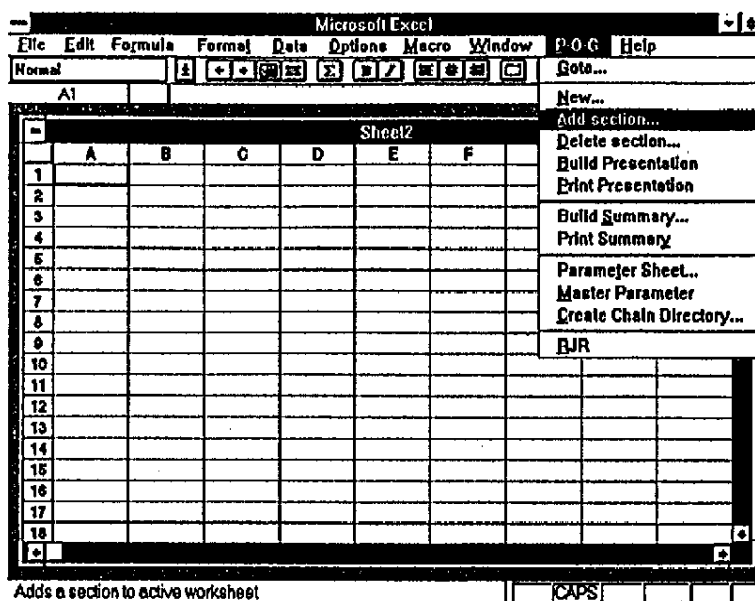
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SCREEN REFERENCE:

To Create New Plan-O-Gram

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SCREEN REFERENCE:

To Add Sections (Build Flex Fixture Configuration)

51846 0714



**Merchandise Summary**

Section	Pricing	Position	Width Feet	Width Rows	Profile	Depth
1	Full	Blank	4	13	Med	One
2	Full	Blank	4	13	Med	One
3	Savings	Blank	3	9	Med	One

Store count

1

Chain Name:

JOE'S FOODS

Store Name:

#1 - N.MAIN ST.

MERCHANDISER SUMMARY SCREEN

51846 0716



Merchandiser Worksheets

SECTION 1 Full Price

Shelf	Height	Mfr	Rows	Pr	Mfr	Rows	Pr	Mfr	Rows	Pr
1	7	RJR	13							
2	5	RJR	13							
3	5	B&W	13							
4	5	LOR	13							
5	5	ATC	13							
6	5	PM	13							

SECTION 2 Full Price

Shelf	Height	Mfr	Rows	Pr	Mfr	Rows	Pr	Mfr	Rows	Pr
1	7	RJR	13							
2	5	RJR	13							
3	5	B&W	13							
4	5	LOR	13							
5	5	ATC	13							
6	5	PM	13							

SECTION 3 Savings Price

Shelf	Height	Mfr	Rows	Pr	Mfr	Rows	Pr	Mfr	Rows	Pr
1	7	RJR	9							
2	5	RJR	9							
3	5	PM	9							
4	5	B&W	9							
5	5	ATC	9							
6	5	L&M	9							

MERCHANDISER WORKSHEET -- INPUT SCREEN

51846 0717

**Contract Worksheet****Full Price**

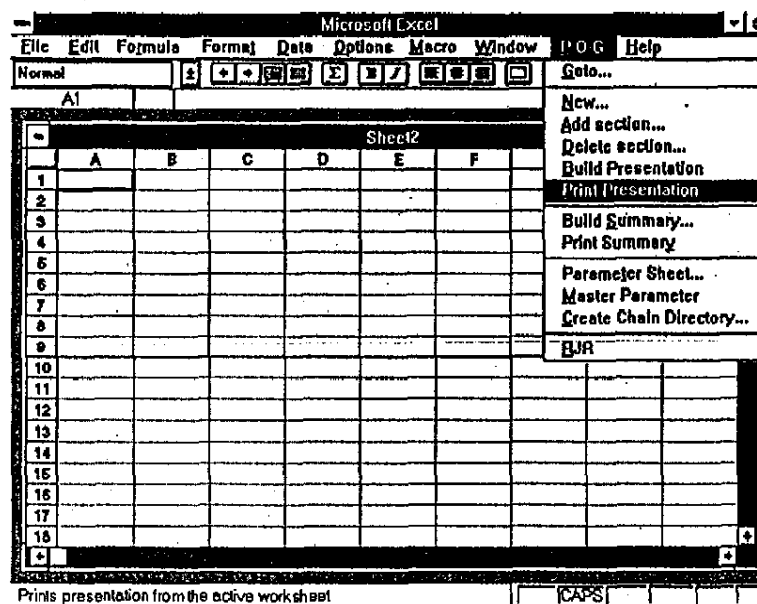
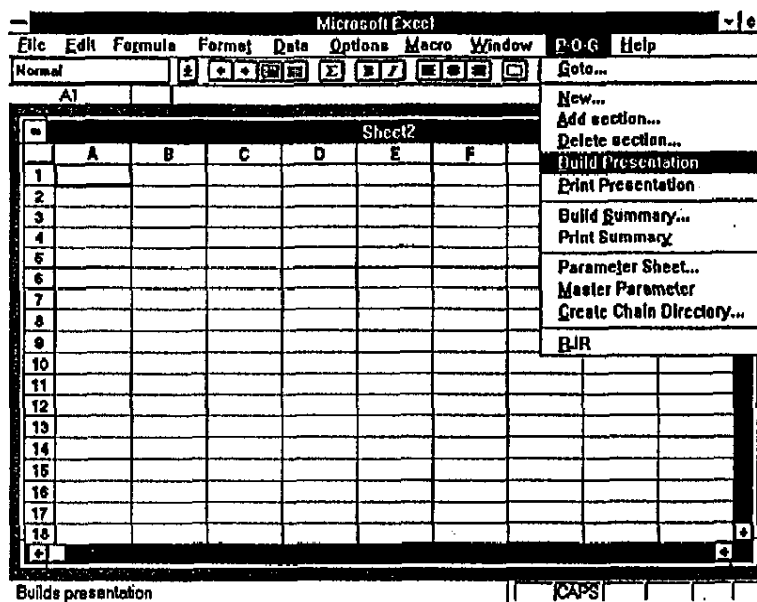
Rows	Rate	Rows	Rate	Rows	Rate	Rows	Rate	Rows	Rate	Rows	Rate	Rows	Rate
120	\$3.00	74	\$0.00	11	\$0.00	14	\$0.00	17	\$0.00	5	\$0.00		
		75	\$169.00	12	\$47.00	15	\$48.75	18	\$46.00	6	\$12.00		
		160	\$4.00	16	\$3.00	70	\$3.25	22	\$4.00	12	\$4.00		
				30	\$5.00			30	\$5.00	16	\$5.00		
				32	\$4.00			40	\$3.00				
								64	\$2.50				
Adjust:		Adjust:		Adjust:		Adjust:		Adjust:	(\$18.50)	Adjust:		Adjust:	

**Savings Price**

Rows	Rate	Rows	Rate	Rows	Rate	Rows	Rate	Rows	Rate	Rows	Rate	Rows	Rate
15	\$0.00	8	\$0.00	1	\$0.00	4	\$0.00	7	\$0.00	3	\$0.00		
16	\$64.00	9	\$32.00	2	\$8.00	5	\$13.00	8	\$24.00	4	\$12.00		
64	\$3.00	45	\$4.00	6	\$4.00	70	\$3.25	30	\$4.00	18	\$3.00		
Adjust:		Adjust:		Adjust:		Adjust:		Adjust:		Adjust:		Adjust:	

**CONTRACT WORKSHEET SCREEN**

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SCREEN REFERENCE:

To Build Presentation / Print Presentation

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FULL PRICE		FULL PRICE		SAVINGS PRICE	
RJR		RJR		RJR	
RJR		RJR		RJR	
B&W		B&W		PM	
LOR		LOR		B&W	
ATC		ATC		ATC	
PM		PM		L&M	
4 R (13 Rows)		4 R (13 Rows)		3 R (9 Rows)	

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows	Full Price Monthly Payment	Savings Price Monthly Payment	Annual Payment
RJR	31.0%	31.0%	32.0%	70	33.3%	\$156.00	18	\$2,712.00
PM	38.0%	41.0%	24.0%	35	16.7%	\$0.00	9	\$384.00
LOR	6.0%	9.0%	1.0%	26	12.4%	\$109.00	0	\$1,308.00
B&W	10.0%	8.0%	16.0%	35	16.7%	\$84.50	9	\$1,326.00
ATC	9.0%	9.0%	11.0%	35	16.7%	\$82.00	9	\$1,320.00
L&M	6.0%	2.0%	16.0%	9	4.3%	\$0.00	9	\$324.00
Other				0	0.0%	\$0.00	0	\$0.00
Total	100.0%	100.0%	100.0%	210	100.0%	\$431.50	54	\$7,374.00

OUTPUT

Approved by: \_\_\_\_\_

Date: \_\_\_\_\_

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# **SPACE - TECH**

## **EXAMPLE P-O-G # 2**

CURRENT: JOE'S FOODS # 10,24,36,48 -- "4X7HP.XCS"

USER MANUAL REFERENCE -- SECTION # 5

51846 0721

**Merchandise Summary**

Section	Pricing	Position	Width Feet	Width Rows	Profile	Depth
1	Full	Left	3	9	High	One
2	Full	Left	3	9	High	One
3	Full	Front	4	13	High	One
4	Savings	Right	3	9	High	One
5	Tobacco	Right	3	9	High	One

**Store count**

4

**Chain Name:** JOE'S FRIENDLY FOODS

**Store Name:** #10, 24, 36, 48

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# Merchandise Worksheets

## SECTION 1 Full Price

Shelf	Height	Mfr	Rows	Pr	Mfr	Rows	Pr	Mfr	Rows	Pr
1	7	RJR	9							
2	5	RJR	9							
3	5	PM	9							
4	5	PM	9							
5	5	PM	9							
6	5	PM	4		LOR	5				
7	5	ATC	9							

## SECTION 2 Full Price

Shelf	Height	Mfr	Rows	Pr	Mfr	Rows	Pr	Mfr	Rows	Pr
1	7	RJR	9							
2	5	RJR	9							
3	5	PM	9							
4	5	PM	9							
5	5	B&W	9							
6	5	LOR	9							
7	5	ATC	9							

## SECTION 3 Full Price

Shelf	Height	Mfr	Rows	Pr	Mfr	Rows	Pr	Mfr	Rows	Pr
1	7	RJR	13							
2	5	RJR	13							
3	5	PM	13							
4	5	PM	13							
5	5	B&W	13							
6	5	LOR	13							
7	5	L&M	13							

## SECTION 4 Savings Price

Shelf	Height	Mfr	Rows	Pr	Mfr	Rows	Pr	Mfr	Rows	Pr
1	7	RJR	9							
2	5	RJR	9							
3	5	PM	9							
4	5	PM	9							
5	5	B&W	9							
6	5	ATC	9							
7	5	L&M	7		LOR	2				

## SECTION 5 Tobacco

Shelf	Height	Mfr	Rows	Pr	Mfr	Rows	Pr	Mfr	Rows	Pr
1	7									
2	5									
3	5									
4	5									
5	5									
6	5									
7	5									

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# Contract Worksheet

## Full Price

RJR		PM		LOR		B&W		ATC		L&M		Other	
Rows	Rate	Rows	Rate	Rows	Rate	Rows	Rate	Rows	Rate	Rows	Rate	Rows	Rate
120	\$3.00	74	\$0.00	11	\$0.00	14	\$0.00	17	\$0.00	5	\$0.00		
		75	\$169.00	12	\$47.00	15	\$48.75	18	\$46.00	6	\$12.00		
		160	\$4.00	16	\$3.00	70	\$3.25	22	\$4.00	12	\$4.00		
				30	\$5.00			30	\$5.00	16	\$5.00		
				32	\$4.00			40	\$3.00				
								64	\$2.50				
Adjust:		Adjust:		Adjust:		Adjust:		Adjust: (\$46.00)		Adjust:		Adjust:	

## Savings Price

RJR		PM		LOR		B&W		ATC		L&M		Other	
Rows	Rate	Rows	Rate	Rows	Rate	Rows	Rate	Rows	Rate	Rows	Rate	Rows	Rate
15	\$0.00	8	\$0.00	1	\$0.00	4	\$0.00	7	\$0.00	3	\$0.00		
16	\$64.00	9	\$32.00	2	\$8.00	5	\$13.00	8	\$24.00	4	\$12.00		
64	\$3.00	45	\$4.00	6	\$4.00	70	\$3.25	30	\$4.00	18	\$3.00		
Adjust:		Adjust:		Adjust:		Adjust:		Adjust:		Adjust:		Adjust:	

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FULL PRICE		FULL PRICE		FULL PRICE		SAVINGS PRICE	
RJR		RJR		RJR		RJR	
RJR		RJR		RJR		RJR	
PM		PM		PM		PM	TOBACCO
PM		PM		PM		PM	&
PM		B&W		B&W		B&W	ACCESSORIES
PM LOR 4 rows 5 rows		LOR		LOR		ATC	
ATC		ATC		L&M		L&M LOR 7 rows 2 rows	
Left 3 ft (9 Rows)		Left 3 ft (9 Rows)		Front 4 ft (13 Rows)		Right 3 ft (9 Rows)	Right 3 ft

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows	Full Price Rows	Monthly Payment	Savings Price Rows	Monthly Payment	Annual Payment
RJR	31.0%	31.0%	32.0%	80	28.6%	62	\$186.00	18	\$70.00	\$3,072.00
PM	38.0%	41.0%	24.0%	93	33.2%	75	\$169.00	18	\$68.00	\$2,844.00
LOR	6.0%	9.0%	1.0%	29	10.4%	27	\$114.00	2	\$8.00	\$1,464.00
B&W	10.0%	8.0%	16.0%	31	11.1%	22	\$71.50	9	\$26.00	\$1,170.00
ATC	9.0%	9.0%	11.0%	27	9.6%	18	\$0.00	9	\$28.00	\$336.00
L&M	6.0%	2.0%	16.0%	20	7.1%	13	\$41.00	7	\$21.00	\$744.00
Other				0	0.0%	0	\$0.00	0	\$0.00	\$0.00
Total	100.0%	100.0%	100.0%	280	100.0%	217	\$581.50	63	\$221.00	\$9,630.00

OUTPUT

Approved by: \_\_\_\_\_

Date: \_\_\_\_\_

51846 0725

**Merchandiser Summary**

Section	Pricing	Position	Width Feet	Width Rows	Profile	Depth
1	Full	Left	3	9	High	One
2	Full	Left	3	9	High	One
3	Full	Front	4	13	High	One
4	Savings	Right	3	9	High	One
5	Savings	Right	3	9	High	One

**Store count**

4

**Chain Name:** JOE'S FRIENDLY FOODS

**Store Name:** #10, 24, 36, 48

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# Merchandiser Worksheets

## SECTION 1 Full Price

Shelf	Height	Mfr	Rows	Pr	Mfr	Rows	Pr	Mfr	Rows	Pr
1	7	RJR	9							
2	5	RJR	9							
3	5	PM	9							
4	5	PM	9							
5	5	PM	4		B&W	5				
6	5	PM	4		LOR	5				
7	5	PM	9							

## SECTION 2 Full Price

Shelf	Height	Mfr	Rows	Pr	Mfr	Rows	Pr	Mfr	Rows	Pr
1	7	RJR	9							
2	5	RJR	9							
3	5	PM	9							
4	5	PM	9							
5	5	B&W	9							
6	5	LOR	9							
7	5	ATC	9							

## SECTION 3 Full Price

Shelf	Height	Mfr	Rows	Pr	Mfr	Rows	Pr	Mfr	Rows	Pr
1	7	RJR	13							
2	5	RJR	13							
3	5	PM	13							
4	5	PM	13							
5	5	B&W	13							
6	5	LOR	13							
7	5	L&M	13							

## SECTION 4 Savings Price

Shelf	Height	Mfr	Rows	Pr	Mfr	Rows	Pr	Mfr	Rows	Pr
1	7	RJR	9							
2	5	RJR	9							
3	5	PM	9							
4	5	PM	9							
5	5	ATC	9	F						
6	5	ATC	9	F						
7	5	L&M	9							

## SECTION 5 Savings Price

Shelf	Height	Mfr	Rows	Pr	Mfr	Rows	Pr	Mfr	Rows	Pr
1	7	RJR	9							
2	5	RJR	9							
3	5	PM	9							
4	5	PM	9							
5	5	B&W	9							
6	5	ATC	9							
7	5	B&W	6		LOR	3				

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Contract Worksheet

Full Price

Adjust:	Adjust:	Adjust:	Adjust:	Adjust:	Adjust:	Adjust:
RJR	PM	LOR	B&W	ATC	L&M	Other
Rows	Rows	Rows	Rows	Rows	Rows	Rows
Rate	Rate	Rate	Rate	Rate	Rate	Rate
120 \$3.00	74 \$0.00 75 \$169.00 160 \$4.00	11 \$0.00 12 \$47.00 16 \$3.00 30 \$5.00 32 \$4.00	14 \$0.00 15 \$48.75 70 \$3.25	17 \$0.00 18 \$46.00 22 \$4.00 30 \$5.00 40 \$3.00 64 \$2.50	5 \$0.00 6 \$12.00 12 \$4.00 16 \$5.00	
Adjust:	Adjust:	Adjust:	Adjust:	Adjust: (\$18.50)	Adjust:	Adjust:

Savings Price

Adjust:	Adjust:	Adjust:	Adjust:	Adjust:	Adjust:	Adjust:
RJR	PM	LOR	B&W	ATC	L&M	Other
Rows	Rows	Rows	Rows	Rows	Rows	Rows
Rate	Rate	Rate	Rate	Rate	Rate	Rate
15 \$0.00 16 \$64.00 64 \$3.00	8 \$0.00 9 \$32.00 45 \$4.00	1 \$0.00 2 \$8.00 6 \$4.00	4 \$0.00 5 \$13.00 70 \$3.25	7 \$0.00 8 \$24.00 30 \$4.00	3 \$0.00 4 \$12.00 18 \$3.00	
Adjust:	Adjust:	Adjust:	Adjust:	Adjust:	Adjust:	Adjust:

6729 94815



# JOE'S FRIENDLY FOODS

PROPOSED

#10, 24, 36, 48

FULL PRICE		FULL PRICE		FULL PRICE		SAVINGS PRICE		SAVINGS PRICE	
RJR		RJR		RJR		RJR		RJR	
RJR		RJR		RJR		RJR		RJR	
PM		PM		PM		PM		PM	
PM		PM		PM		PM		PM	
PM	B&W 4 rows	B&W		B&W		Full Price ATC		B&W	
PM	LOR 4 rows	LOR		LOR		Full Price ATC		ATC	
PM		ATC		L&M		L&M		B&W 6 rows	LOR 3 rows
Left 3 ft. (9 Rows)		Left 3 ft. (9 Rows)		Front 4 ft. (13 Rows)		Right 3 ft. (9 Rows)		Right 3 ft. (9 Rows)	

	Total Market Share	Full Price Share	Savings Price Share	Total Rows	% of Rows	Full Price Rows	Monthly Payment	Savings Price Rows	Monthly Payment	Annual Payment
RJR	31.0%	31.0%	32.0%	98	28.6%	62	\$186.00	36	\$124.00	\$3,720.00
PM	38.0%	41.0%	24.0%	115	33.5%	79	\$185.00	36	\$140.00	\$3,900.00
LOR	6.0%	9.0%	1.0%	30	8.7%	27	\$114.00	3	\$12.00	\$1,512.00
B&W	10.0%	8.0%	16.0%	42	12.2%	27	\$87.75	15	\$45.50	\$1,599.00
ATC	9.0%	9.0%	11.0%	36	10.5%	27	\$68.50	9	\$28.00	\$1,158.00
L&M	6.0%	2.0%	16.0%	22	6.4%	13	\$41.00	9	\$27.00	\$816.00
Other				0	0.0%	0	\$0.00	0	\$0.00	\$0.00
Total	100.0%	100.0%	100.0%	343	100.0%	235	\$682.25	108	\$376.50	\$12,705.00

OUTPUT

Approved by: \_\_\_\_\_

0510 9815  
51846 0730

Date: \_\_\_\_\_

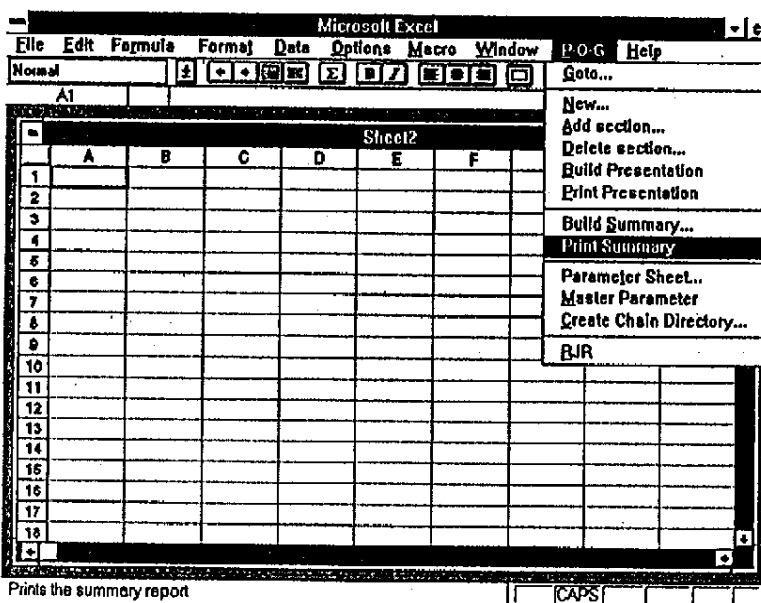
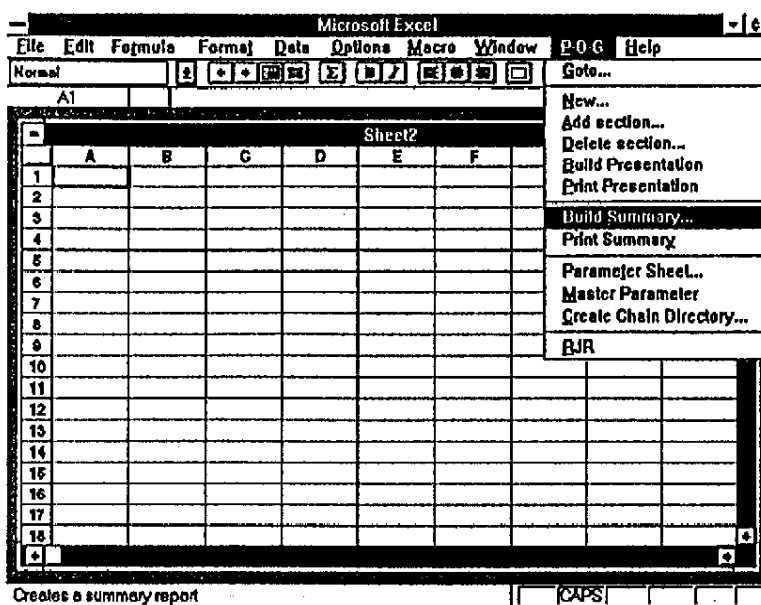
# **SPACE - TECH**

## **SUMMARY**

**JOE'S FOODS -- MERCHANDISING SUMMARY**

**USER MANUAL REFERENCE -- SECTION #7**

51846 0731



SCREEN REFERENCE:

To Build Summary / Print Summary

51846 0732



OUTPUT

# JOE'S FRIENDLY FOODS

## MERCHANDISING SUMMARY

### ANNUAL REVENUES

<u>STORES</u>	<u>FROM CURRENT PLAN-O-GRAMS</u>	<u>FROM PROPOSED PLAN-O-GRAMS</u>	<u>DIFFERENCE</u>
#1 - N.MAIN ST.	\$0.00	\$7,374.00	+\$7,374.00
#10, 24, 36, 48	<u>\$38,520.00</u>	<u>\$50,820.00</u>	<u>+\$12,300.00</u>
	\$38,520.00	\$58,194.00	+\$19,674.00